

THE ATTORNEY GENERAL'S
**SENIOR CRIME
PREVENTION UNIVERSITY**



*Dear
Pennsylvanians:*

*The best way
to avoid
becoming a
victim of fraud
is to be alert to
potential crimes.
In an effort to*

*help educate senior citizens
throughout the Commonwealth on
crime prevention, I created the
Attorney General's Senior Crime
Prevention University. Our goal is to
teach senior citizens in
Pennsylvania to be aware of scams,
to avoid being a victim and to know
where to seek help and information.*

Mike Fisher

*Mike Fisher,
Attorney General*

AWARE, AVOID, ALERT:

*Our goals for this
program are highlighted
in the theme:*

"Aware, Avoid, Alert."

Aware:

We want to make seniors
AWARE of the kinds of scams
and con artists out there.

Avoid:

By educating them, we want
to help seniors AVOID
becoming victims.

Alert:

We want to encourage
seniors to report any
instances of scams or other
fraud to ALERT their local law
enforcement officials.

HOW WILL THE PROGRAM WORK?

The Senior Crime Prevention University will
be presented in conjunction with other law en-
forcement agencies. Local officials, such as the
sheriff and police chief, will be invited to partici-
pate in the program to educate seniors on personal
protection, available local resources and other tips
on avoiding fraud.

Local law enforcement can offer a clearer
perspective of crimes or problems occurring in a
certain area, alerting seniors to any particular
scams of which they should be aware. This will
give Pennsylvania senior citizens what they need
most: specific information on the types of fraud
and where these crimes are being committed.



A W A R E • A V O I D • A L E R T



WHY IS THE **SENIOR CRIME PREVENTION UNIVERSITY** IMPORTANT?

With 15 percent of its citizens over the age of 65, Pennsylvania has the second highest percentage of seniors in the nation and that number is continually rising. Perhaps even more importantly, the number of Pennsylvania consumers over the age of 75 is increasing at an even faster rate. One-twelfth of Pennsylvania's population is now 75 years of age or older.

Senior citizens are favored targets for many kinds of consumer fraud, especially identity theft, home improvement scams, telemarketing and sweepstakes ploys. Having been raised in a time when life was simpler, our seniors tend to be more trusting and polite than younger generations. If you have learned that it's rude to hang up on a caller, how do you handle a telemarketing con artist who wants to keep you on the phone? We need to equip our older citizens with the knowledge and resources they need to protect themselves from fraud and to enlist their help to inform others, including local law enforcement.

WE NEED YOUR HELP

The Senior Crime Prevention University is a statewide program, but we need help from each community. You can make a difference by getting the word out to any group you believe would benefit from this program. We want to reach all the citizens in your area, and your help will go a long way to making that happen. Together we can educate all seniors so they are **AWARE**, can **AVOID** and **ALERT** others of scams.



To host a **Senior Crime Prevention University** program
or for more information about
our program, please contact:

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P E N N S Y L V A N I A



SENIOR CRIME PREVENTION

UNIVERSITY

MIKE FISHER
ATTORNEY GENERAL